



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Contract # 333596

Schedule Dates 10/22/12-11/06/12

Advertiser POL/R PITTINGER/R/CON/NC (16652)

Agency Innovative Advertising (2144)

Product Political (1065)

986 CONGRESS (138157)

Date Entered 09/26/12

Last Modified 09/26/12

Entered By Jill Hipskind

CO-op No

Headline # 06344257

Charlotte (WSOC)

By Broadcast Month

Spots 30

Rate \$25,575.00

Oct. 2012

Nov. 2012

Grand Total: 48

\$60,875.00

9/26/12

Innovative Advertising
403 North Columbia Street
Covington, LA 70433

Brand	986 CONGRESS (138157)
Salesperson	Telerep/Philadelphia
Sales Office	GUERRA,HEIDI
Buyer Name	/
Phone/Fax	
CPE	986
Account Types	National/Political
Billing Type	Standard
Comments	PITTINGER FOR CONG ***** THIS IS A CASH IN ADVANCE SCHEDULE *****, ROBERT PITTINGER FOR CONGRESS
Sales Tax	\$73,482.50

line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	5PM	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	5A- 6A (EST)	4	X	X	X	X	X			4	\$425.00	\$1,700.00	Charlotte (WSOC)		9/26/12
2.0	Normal Line / Spot	10/29/12-11/02/12	5	:30	5A- 6A (EST)	5	X	X	X	X	X			5	\$425.00	\$2,125.00	Charlotte (WSOC)		9/26/12
3.0	Normal Line / Spot	11/05/12-11/06/12	5	:30	5A- 6A (EST)	2	X	X						2	\$425.00	\$850.00	Charlotte (WSOC)		9/26/12
4.0	Normal Line / Spot	10/22/12-10/26/12	6	:30	7A- 9A (EST)	4	X	X	X	X	X			4	\$725.00	\$2,900.00	Charlotte (WSOC)		9/26/12
5.0	Normal Line / Spot	10/29/12-11/02/12	6	:30	7A- 9A (EST)	5	X	X	X	X	X			5	\$725.00	\$3,625.00	Charlotte (WSOC)		9/26/12
6.0	Normal Line / Spot	11/05/12-11/06/12	6	:30	7A- 9A (EST)	2	X	X						2	\$725.00	\$1,450.00	Charlotte (WSOC)		9/26/12
7.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	12P- 1P (EST)	4	X	X	X	X	X			4	\$375.00	\$1,500.00	Charlotte (WSOC)		9/26/12
8.0	Normal Line / Spot	10/29/12-11/02/12	5	:30	12P- 1P (EST)	5	X	X	X	X	X			5	\$375.00	\$1,875.00	Charlotte (WSOC)		9/26/12
9.0	Normal Line / Spot	11/05/12-11/06/12	5	:30	12P- 1P (EST)	1								1	\$375.00	\$375.00	Charlotte (WSOC)		9/26/12
10.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	5P- 5:30P (EST)	4	X	X	X	X	X			4	\$900.00	\$3,600.00	Charlotte (WSOC)		9/26/12
11.0	Normal Line / Spot	10/29/12-11/02/12	5	:30	5P- 5:30P (EST)	5	X	X	X	X	X			5	\$900.00	\$4,500.00	Charlotte (WSOC)		9/26/12
12.0	Normal Line / Spot	11/05/12-11/06/12	5	:30	5P- 5:30P (EST)	1								1	\$900.00	\$900.00	Charlotte (WSOC)		9/26/12
13.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	7:30P- 7:56P (EST)	4	X	X	X	X	X			4	\$850.00	\$3,400.00	Charlotte (WSOC)		9/26/12
14.0	Normal Line / Spot	10/29/12-11/02/12	5	:30	7:30P- 7:56P (EST)	5	X	X	X	X	X			5	\$850.00	\$4,250.00	Charlotte (WSOC)		9/26/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: Date: Accepted-Station: Delete: Comments:
WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Contract # 333596
Scheduled Dates 10/22/12-11/05/12
Advertiser POL/R PITTINGER/R/CON/N/C (16652)
Agency Innovative Advertising (2144)
Product Political (1065)

Innovative Advertising
403 North Columbia Street
Covington, LA 70433

Brand 986 CONGRESS (13815)
Salesperson Teletap/Philadelphia
Sales Office GUERRA,HEIDI
Buyer Name /
Phone/Fax 986
CPE
Account Types National/Political
Comments Standard
Billing Type Sales Tax
Comments PITTINGER FOR CONG
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** , ROBERT PITTINGER FOR CONGRESS

Date Entered	09/25/12	Charlotte (WSOC) By Broadcast Month	Spots	Rate
Last Modified	09/26/12	Oct. 2012	30	\$25,575.00
Entered By	Jill Hipskind	Nov. 2012	48	\$60,875.00
CO-OP	No	Grand Total:	78	\$86,450.00
Headline #	06344257			

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	7:30P- 7:56P (EST)	1							1	\$850.00	\$850.00	Charlotte (WSOC)		9/26/12	
16.0	Normal Line / Spot	10/29/12-11/05/12	5	:30	8P- 10P (EST)	1							2	\$6,000.00	\$12,000.00	Charlotte (WSOC)		9/26/12	
17.0	Normal Line / Spot	10/29/12-11/05/12	5	:30	10P- 11P (EST)	1							2	\$4,500.00	\$9,000.00	Charlotte (WSOC)		9/26/12	
18.0	Normal Line / Spot	10/31/12-10/31/12	5	:30	8P- 9P (EST)								1	\$5,600.00	\$5,600.00	Charlotte (WSOC)		9/26/12	
19.0	Normal Line / Spot	10/24/12-10/31/12	5	:30	10P- 11P (EST)								1	\$4,300.00	\$8,600.00	Charlotte (WSOC)		9/26/12	
20.0	Normal Line / Spot	10/27/12-11/03/12	5	:30	8P- 11:30P (EST)								1	\$2,500.00	\$5,000.00	Charlotte (WSOC)		9/26/12	
21.0	Normal Line / Spot	10/22/12-11/02/12	5	:30	11P- 11:35P (EST)		4	X	X	X	X	X	8	\$1,000.00	\$8,000.00	Charlotte (WSOC)		9/26/12	
22.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	11P- 11:35P (EST)			1					1	\$1,000.00	\$1,000.00	Charlotte (WSOC)		9/26/12	
23.0	Normal Line / Spot	10/28/12-11/04/12	6	:30	6A- 7A (EST)								1	\$225.00	\$450.00	Charlotte (WSOC)		9/26/12	
24.0	Normal Line / Spot	10/29/12-11/04/12	6	:30	7A- 8A (EST)								1	\$225.00	\$450.00	Charlotte (WSOC)		9/26/12	
25.0	Normal Line / Spot	10/28/12-11/04/12	5	:30	8A- 9A (EST)								1	\$250.00	\$500.00	Charlotte (WSOC)		9/26/12	
26.0	Normal Line / Spot	10/28/12-11/04/12	8	:30	6P- 6:30P (EST)								1	\$500.00	\$1,000.00	Charlotte (WSOC)		9/26/12	
													2	\$700.00	\$1,400.00	Charlotte (WSOC)		9/26/12	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity/This non-discrimination provision is a condition of each advertising contract with this station/whether verbal or written.

REP HEADLINE# 6344257
*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP * SEP25/12 18.37
*** WSOC-TV ***

ADV #	ADV.	NAME	POLI/R PITTENGER/R/CON/NC	REP. #	OFF. #	220	SALESMAN #
AGY #	AGY.	NAME	INNOVATIVE ADVERTISING	BUYER NAME	HEIDI GUERRA		
403 N. COLUMBIA STREET COVINGTON, LA 70433				SALES PRSN PH-	NICK WELTE		
ORDER #	PRDCT	PITTENGER FOR CONG	EST# 986	COMMENTS: (LINE, ORDER, INVOICE)	CLASS: NATL.	LOCAL	REGIONAL
FLIGHT DATES	OCT22/12	NOV6/12	WK-3				
CITY TAX	STATE TAX	CO-OP BILLING NEEDED		DATE SEP25/12 18.37			

REP: TO JILL

FR JARED

NEW PITTENGER ORDER

TOTAL \$86450

PLS CNF THANKS

CON CM

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ROBERT PITTENGER FOR CONGRESS

:LINE#:	REP	:CD:	TIME PERIOD	: LGTH	: SEC	: RATE	: START DATE	: END DATE	:SPTS: /WK:	WEEK INVT	: DAYS	:TOTL:	:SPTS:
AGENCY ADVERTISER CODE = AGENCY EST# = 986													
1	PROGRAM : RA35+	500A-600A	30	\$425.00	10/22	10/26	4	5	M-F	4	4		
1	PROGRAM : RA35+	500A-600A	30	\$425.00	10/29	11/2	5		M-F	5	5		
2	PROGRAM : RA35+	500A-600A	30	\$425.00	11/5	11/6	2		M-TU	2	2		

REP HEADLINE# 6344257
*** ORIGINAL REV#0 ***

REF# 610-225-4100 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS REPORT FROM REP FAX# 610-225-1192

SEP25/12 18:37
*** WSOC-TV ***

REP HEADLINE# 6344257

REP: TEL# 610-225-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP25/12 18.37
*** WSGC-TV ***